Quokka FOR GOOD

92% of nonprofits use AI in some way

7% report a major gain in what they can do

The Nonprofit AI Playbook

How to move from using AI to getting results. A quiz, a policy checklist, 10 prompts you can copy, and a 90-day plan.

Readiness quiz | Policy checklist | 10 ready prompts | 90-day plan

Source: 2026 Nonprofit AI Adoption Report, Virtuous and Fundraising.AI. 346 nonprofits surveyed in December 2025.

THE GAP

Most teams use AI. Few get results.

In a survey of 346 nonprofits, almost every team had tried AI. Only a few had changed how they work. Four numbers show where the gap sits.

92%
use AI in some capacity

79%
report small to moderate time savings

81%
use AI alone, with no shared workflow

47%
have no AI policy

Only 7% report a major gain in what their organization can do. The teams in that 7% did not use better tools. They had rules, shared habits and a plan.

Your three steps

1

Set the rules

Write a one-page AI policy so every person knows what is safe.

Page 4

2

Build shared habits

Use the same prompts and the same review step across the team.

Pages 6 to 11

3

Follow a plan

Take 90 days to move from tests to a result you can measure.

Page 10

Start here. Take the 2–minute quiz on the next page. Your score tells you which pages to read first.

QUICK QUIZ

How ready is your team?

Tick each line that is true today. Be honest. A low score is a good place to start.

- [ ] 1 We have a written AI policy.
- [ ] 2 Every person on the team knows which data they must never paste into an AI tool.
- [ ] 3 A person reviews every AI draft before it goes out.
- [ ] 4 We keep a shared list of prompts that work.
- [ ] 5 The team uses work accounts for AI tools, not personal accounts.
- [ ] 6 We know the 3 tasks where AI should save us time first.
- [ ] 7 We track hours saved or results gained from AI.
- [ ] 8 We know what to say if a donor asks how we use AI.
- [ ] 9 Our donor and contact data is clean and kept in one place.
- [ ] 10 One named person owns AI for the team.

0 to 3

Start with rules

Go to page 4 and write your AI policy first.

4 to 7

Build habits

Go to pages 6 to 11. Share prompts and set a review step.

8 to 10

Scale it

Go to page 10. Pick one result to measure and grow.

RULES FIRST

Your one-page AI policy

47% of nonprofits have no AI policy. Tick each rule you agree on, add your name, and share the page with your team. One page is enough to start.

Data rules

- [ ] Never paste donor names with gift amounts.
- [ ] Never paste health data, case files or child records.
- [ ] Never paste passwords, bank details or ID numbers.
- [ ] Use work accounts only.

Quality rules

- [ ] A person reads every AI draft before it goes out.
- [ ] Check every fact, name and number against a source.
- [ ] Ask AI to mark gaps. Never let it guess.
- [ ] Never use AI to invent quotes or stories.

Honesty rules

- [ ] Never create images that pass as real people we serve.
- [ ] Get consent before any real story is used.
- [ ] Tell donors how we use AI if they ask.

Ownership rules

- [ ] One named person owns AI for the team.
- [ ] Review this policy every 6 months.
- [ ] Report any mistake in the team channel.

Policy owner _____

Date _____

Next review _____

Try this today. Copy these rules into a shared document. Ask your team lead to read it in your next meeting.

WHERE AI HELPS

Six jobs where AI saves time

AI writes the first draft. You add the judgment. Each job below splits the work in two so you know who does what.

Grant drafts

AI DOES
Writes a first draft from the facts you give it.

YOU DO
Adds data, checks claims, matches funder rules.

Donor emails

AI DOES
Drafts thank-yous and appeals in your tone.

YOU DO
Adds the real story and approves the send.

Social posts

AI DOES
Turns one update into five captions.

YOU DO
Picks the photo and posts it.

Impact reports

AI DOES
Turns notes and numbers into plain words.

YOU DO
Checks every number against your data.

Volunteer messages

AI DOES
Writes welcome notes and reminders.

YOU DO
Sends them from a real person's name.

Meeting notes

AI DOES
Summarises the meeting and lists actions.

YOU DO
Confirms owners and dates.

Try this today. Pick the one job you do every week. Run the matching prompt on the next pages. Time yourself before and after.

PROMPT LIBRARY

10 prompts you can copy today

Replace each orange [bracket] with your own details. Use a work account and follow your policy.

01

Thank-you email — Donors

Write a thank-you email to a first-time donor who gave **[amount]** to **[programme]**. Tone: warm and personal. Length: 120 words. Add one sentence on what the gift does.

Tip. Add a real detail from your last month of work.

02

Appeal subject lines — Email

Give me 10 subject lines for a year-end appeal about **[cause]**. Maximum 40 characters each. Mix 3 curiosity, 3 urgency and 4 story-based lines.

Tip. Test the best two with a split send.

03

Grant needs statement — Grants

Act as a grant writer. Write a 300-word needs statement for **[funder]** about **[problem]** in **[place]**. Use only these facts: **[paste facts]**. Mark any gap with **[NEED DATA]**.

Tip. The last line stops AI from inventing numbers.

04

Impact story — Stories

Turn these notes into a 200-word story about **[first name only]**. Keep every fact as written. Add no new details. Notes: **[paste notes]**

Tip. Get written consent before you publish.

05

Social captions — Social

Write 5 Instagram captions from this update: **[paste update]**. Each under 60 words. One call to action each. Use no more than 3 hashtags.

Tip. Read each caption out loud before posting.

Prompts 6 to 10

06

Meeting summary — Operations

Summarise these notes in 5 bullet points. Then list actions with an owner and a date. Notes: **[paste notes]**

Tip. Send the summary within one hour.

07

Volunteer welcome — Volunteers

Write a welcome message for new volunteers at **[organization]**. Include the first-day steps, who to call and what to wear. Maximum 150 words.

Tip. Reuse it as a template for every new group.

08

Data in plain words — Reports

Here is our data: **[paste data]**. List 5 findings in plain words. Flag any number that looks odd. Do not guess missing numbers.

Tip. Check each finding against the source sheet.

09

The sceptical donor — Review

Act as a sceptical donor. Read this appeal and give me 3 reasons you would not give. Then suggest one fix for each. Appeal: **[paste appeal]**

Tip. Run this on every appeal before you send it.

10

Plain-language rewrite — Editing

Rewrite this paragraph at a grade 7 reading level. Keep all facts. Cut any word a new donor may not know. Text: **[paste text]**

Tip. Works well for websites and reports.

Make it a habit. Save every prompt that works in one shared document. Page 11 shows how.

TOOLS AND OFFERS

Four AI tools, and what they cost you

Every main AI tool now has a nonprofit offer. Offers checked in November 2026.

	WHAT NONPROFITS GET	GOOD FIT	CHECK FIRST
Google Gemini and NotebookLM	Free in Workspace for Nonprofits for up to 2,000 users. Up to 75% off advanced editions.	Teams that use Gmail, Docs and Drive.	Proof of nonprofit status and your country's rules.
ChatGPT	Up to 75% off ChatGPT Business or Enterprise.	Drafting, data work and one shared team account.	Which seat types get the discount.
Claude	Up to 75% off Team and Enterprise plans. A free AI Fluency for Nonprofits course.	Long documents and careful writing.	Plan type and verification steps.
Microsoft Copilot	Copilot Chat in most nonprofit Microsoft 365 tenants. 15% off the paid Copilot add-on.	Teams that use Outlook, Word and Excel.	The add-on is a paid yearly plan.

QFG PICK

Start with the AI tool inside the suite your team already uses.

Google Workspace team? Start with Gemini. Microsoft team? Start with Copilot Chat. You pay nothing to learn, and you add a paid plan only after the habit sticks.

Prices and limits change often. Check each vendor's nonprofit page before you sign up. Every offer needs proof of nonprofit status.

SAFE USE

Do this. Never do that.

AI sounds sure even when it is wrong. These rules protect your donors and your name.

Do

- Paste facts and ask for a draft.
- Give AI a role, a length and a tone.
- Ask it to mark gaps instead of guessing.
- Keep a person in the loop for every send.
- Save prompts that work.

Never

- Paste donor names with gift amounts.
- Paste health data or case files.
- Publish AI text without a check.
- Invent quotes or stories about real people.
- Share passwords or bank details.

Before you hit send

- [ ] I checked every fact against a source.
- [ ] I checked every name and number.
- [ ] The tone sounds like us.
- [ ] No private data is in the text.
- [ ] A person approved it.

Print this box. Keep it next to every screen that sends donor messages.

90-DAY PLAN

From first test to shared habit

Three phases. Each one ends with a result you can check. Small steps beat a big launch.

1

DAYS 1 TO 30

Set up

- [ ] Sign the one-page policy from page 4.
- [ ] Name one AI owner.
- [ ] Pick one tool from page 8.
- [ ] Pick your 3 jobs from page 5.

Done when: The policy is signed and the owner is named.

2

DAYS 31 TO 60

Test

- [ ] Run each of your 3 jobs every week.
- [ ] Use the prompts on pages 6 and 7.
- [ ] Log time before and after on page 11.
- [ ] Save every prompt that works.

Done when: You have 10 saved prompts and a time log.

3

DAYS 61 TO 90

Share

- [ ] Show what works at a team meeting.
- [ ] Update the policy with what you learned.
- [ ] Decide if a paid plan is worth it.
- [ ] Set one goal for the next quarter.

Done when: The whole team uses the same prompts.

TEAM HABITS

Move from one person to the whole team

81% of nonprofits use AI alone. Four habits turn one person's trick into a team skill.

1

Shared prompt library

One shared document. Everyone adds prompts that work.

2

15-minute show and tell

Once a week, one person shows one result.

3

One review step

Every AI draft gets a second pair of eyes.

4

One owner

One person keeps the policy and the library up to date.

Time log

Fill this in for 30 days. It shows your board what AI is worth.

Job	Minutes before AI	Minutes with AI	Reviewed by

Want help putting AI to work in your marketing?

Quokka for Good helps nonprofits with websites, ads, email and content.
We can look at where AI fits in your work and tell you what to try first.

Book Your Free Discovery Call

Website and donate page
Where visitors leave and why.

Ads and Google Ad Grants
Where AI can speed up copy and tests.

Email and content
Where drafts and reviews can move faster.

Sources
2026 Nonprofit AI Adoption Report, Virtuous and Fundraising.AI (virtuous.org). Nonprofit offers from Google for Nonprofits, OpenAI for Nonprofits, Anthropic and Microsoft. Offers checked in November 2026.